

Marshall Farrer takes over from Jim Perry at BFGTR

Marshall Farrer, a veteran Brown-Forman employee with various domestic, international, and global roles in sales and marketing will be appointed to the position of Managing Director of the company's Global Travel Retail team on May 1.



He will succeed Jim Perry who the company says 'is expanding his position' to lead Brown-Forman's emerging market business across a wide swath of the world.

Perry has been Managing Director of Brown-Forman Global Travel Retail since 2008, where he has grown the global travel retail business significantly and championed this channel as a priority growth channel.

The company says that Perry and his team's achievements were a big factor in the decision to treat the channel as a stand-alone region. Perry was also promoted in 2012 to Senior Vice President, taking on the added responsibility for India, the Middle East and Africa.

In his new role he will continue to lead the IMEA markets but also add the emerging markets in Central America, South America and the Caribbean (CCSA).



Marshall Farrer and Jim Perry.

EMERGING MARKET CHALLENGE

In a statement, the company said: "Bringing Jim's leadership to CCSA, will enable Brown-Forman to focus on these fast-growing geographies and bring the important emerging markets of Brazil, Africa, and India together."

Marshall Farrer takes over from Jim Perry at BFGTR

Meanwhile, Farrer joined Brown-Forman in 1998 and he is moving on from his present leadership position as Vice President, Global Brand Director for Jack Daniel's Tennessee Honey. He was previously Managing Director of Australia/New Zealand, and before that Director for Latin America and the Caribbean.

Farrer's early years with the company involved several sales and marketing positions in California before becoming Chief of Staff Director for the President of Brown-Forman Spirits Americas in 2004.

Farrer earned his B.A. in Political Science from Rollins College in Winter Park, Florida and his M.B.A. in International Management & Marketing from Tulane University. He and his wife, Heather, have two children.

For his part, Perry joined Brown-Forman in February 2000, serving first as manager of government relations and then as Chief-of-Staff for the Chief Operations Officer before assuming his Travel Retail role and subsequently IMEA. He and his wife, Eve, have one son and will continue to reside in Louisville.

Both Marshall Farrer and Jim Perry will be present at next weeks IAADFS Show in Orlando on stand number 1409.

Doug Newhouse writes: Jim Perry has made a huge contribution to building the travel retail business at Brown-Forman – as the company itself readily acknowledges – and his support for value added travel retail exclusive products and closer and better working relationships with travel retailers has been tremendous. While he is going to be around DF&TR for a few months yet, *TRBusiness* would like to acknowledge his considerable contribution to the business here.